

## **Handybar® U.S. Distributor for Automotive Safety Devices**

*The marketer that made gardening easier is now offering a tool to make getting in and out of your car easier. Garden Weasel is offering Handybar for retail distribution in drug stores, hardware stores, mass merchandisers, grocery stores, drug stores, automotive stores, web stores, and other stores.*

Kansas City, MO ([PRWeb](#)) March 3, 2006 — The marketer that made gardening easier is now offering a tool to make getting in and out of your car easier.

“Handybar® will do for mobility what the Garden Weasel® did for tilling the soil,” says Webster Thompson, V.P. Sales for Garden Weasel. “For over thirty years, we’ve made it easier for millions of people to cultivate their gardens. Now, we’re going to make it easier for people get in and out of their cars and trucks.”

“It’s not just for seniors,” Thompson said. “Lots of people experience pain getting in and out of their vehicles... people with physical challenges, sports injuries, surgery recoveries, chronic conditions, pregnancy...they all like having extra support handle to help get in and out of the car.”

“Handybar offers independence and mobility to motorists and passengers, and creates support just where you need it,” Thompson said.

Building on the experience of marketing As Seen On TV garden tools for over 30 years, Garden Weasel has been awarded the licensing rights to Handybar for the United States. “The demographics of the health related automotive safety device market, and the garden tool market are not dissimilar. Both tools appeal to aging baby boomers who want to continue to do all things they’ve enjoyed doing for their whole lives, such as driving and working in the garden.”

Television advertising is currently underway on Handybar. One can view the commercial on <http://www.handybarUSA.com>. “At the end of the commercial, an older gentleman says ‘Thanks for the lift,’ when talking about how Handybar helped him get out of his car. He meant it,” Thompson said.

Handybar fits millions of cars, trucks and SUV’s. Visit <http://www.handybarUSA.com> for specifics on fitting, and other helpful information.

Handybar also acts an emergency escape hammer and seat belt cutter.

“We’ve had nothing but a positive response on Handybar. It’s a perfect gift for a loved one,” Thompson said.

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About: Handybar is offered by the Garden Weasel division of The Faultless Starch/Bon Ami Company, a consumer products company founded in 1887.

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